

Amendment to the Claims:

1. (original) A folding magazine insert comprising: a means for emitting a sound enclosed in a foldable support structure, emitting sounds upon unfolding; said means for emitting a sound comprising an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure,
the foldable support structure comprising a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and held together by double sided tape adhered at a top edge, bottom edges, inner edge and channel edges thereof; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that the microchip sound generating device is retained halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page.
2. (original) The folding magazine insert of claim 1 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
3. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing down.
4. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing up.
5. (original) The unfolding magazine insert of claim 1 wherein the microchip sound generating device includes three 1.5 V button batteries.

6. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes the microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.
7. (original) The folding magazine insert of claim 6 further comprising a joint made by double taping the front and back sides of the tongue stick section and the battery section at the junction thereof.
8. (original) The folding magazine insert of claim 6 wherein the speaker section and battery section can be detached so that the speaker section can be located adjacent to the battery section and placed adjacent to the battery section.
9. (original) The folding magazine insert of claim 6 wherein the speaker in the speaker section is mounted face down.
10. (original) The folding magazine insert of claim 6 wherein the tongue distance between the tongue attachment means and switch on the microchip and battery section is held constant by the film, such that after adhering the film to the primary and secondary pages the distance between the attachment means and the switch is held constant.
11. (original) The folding magazine insert of claim 6 wherein the tongue is non-conductive and positioned to slide from between two contacts of the switch, thereby completing a circuit when a user opens the pages.
12. (original) A folding magazine insert comprising: a foldable support structure; an electronic microchip sound generating device; and a slide tongue mechanism connected to the electronic microchip sound generating device and to the foldable support structure

so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure;

wherein the foldable support structure comprises: an insertion flap adhering to a bottom side of a fold line of a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and held together by double sided tape, such that the microchip sound generating device is retained halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page, wherein said insertion flap can be received in an automated machine bindery.

13. (original) The folding magazine insert of claim 12 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
14. (original) The folding magazine insert of claim 12 wherein the microchip sound generating device includes a flat speaker facing down.
15. (original) The unfolding magazine insert of claim 12 wherein the microchip sound generating device includes three 1.5 V button batteries.
16. (original) The folding magazine insert of claim 12 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes the microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.
17. (original) The unfolding magazine insert of claim 12 wherein the microchip sound generating device includes two 1.5v batteries when SNM and SSE types of MASK are used for recording prerecorded messages.

18. (original) A folding magazine insert comprising: a sound emitting means enclosed in a foldable support structure; the foldable support structure comprising a first page and a second page, a sound emitting means adhered in the second page by folding a first and second section of the second page, wherein the second page is folded-over itself along a fold line and held together by adhesive strips at a top edge, bottom edges, inner edge and channel edges; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that a sound emitting means is retained in the insert.
19. (original) The folding magazine insert of claim 18 wherein said a sound emitting means comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure.
20. (currently amended) The folding magazine insert of claim ~~[[18]]~~ 19 wherein said sound emitting means further comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends has a magnet attached, the magnet retaining a magnetic relay on an electronic microchip, wherein the other end of the slide tongue mechanism is attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.
21. (currently amended) The folding magazine insert of claim ~~[[18]]~~ 20 wherein said sound emitting means further comprises: an electronic microchip sound generating device, and light sensor attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.
27. (currently amended) The folding magazine insert of claim 18 made by ~~[[T]]~~ the method ~~[[of claim 22 further]]~~ comprising the steps of: gluing an insertion flap to the bottom side

of a fold line of a primary and a secondary page; folding the secondary page and retaining the secondary page in folded configuration by gluing the secondary page together with double sided tape; and retaining the microchip halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page, wherein the insertion flap can be received in an automated machine binary and appear to the bindery as a single page.